Kids in Parks



Self-guided Trails that Get Kids in Parks

Founding Partners







Foundation

An independent livenesse of the Rive Cross and Rive Shield Association

In 2008, the Blue Ridge Parkway (NPS), the Blue Ridge Parkway Foundation, and the Blue Cross and Blue Shield of North Carolina Foundation partnered to form the Kids in Parks program, a program designed to get kids and families to utilize the trails on the Parkway for both their health and the health of our park.

TRACK Trails



Kids in Parks provides a network of self-guided, brochure-led hiking trails designed for kids and their families called TRACK Trails.

Brochure-Led Discoveries





Each TRACK Trail trailhead has 4 different self-guided, brochure-led adventures. Brochures are used because they're cost effective per visitor contact, available 24 hours per day, provide take-home value, and are the most preferred and used form of visitor information.

Provides Incentives for Participation



Kids earn prizes for registering their adventures through the Kids in Parks website. In order to earn their prizes, kids answer 12-15 questions about their experience, providing Kids in Parks and their TRACK Trail partners with valuable data.

Network of Trail Opportunities



www.KidsInParks.com







TRACK Trail locations are networked through the Kids in Parks program's website. Various social media outlets are used to connect users with trails and the program.

Linking Public Lands























Kids in Parks has been able to cross state and agency boundaries, linking various types of parks and public lands together into a national network of opportunities for kids and families to get unplugged and outdoors.

Various Types of Trails



Biking



Citizen Science



Paddling



Disc Golfing

In an attempt to reach people of varying ages and interests, Kids in Parks has installed several types of TRACK Trails that utilize various forms of outdoor recreation.

FUN!





Kids just want to have FUN!

Brief History

1st TRACK Trail – August, 2009



The first TRACK Trail opened on the Blue Ridge Parkway at the Asheville Visitor Center on August 29th, 2009.

Gateway Trails









In 2010, Kids in Parks began installing "Gateway Trails" in communities along the Blue Ridge Parkway, creating a network of trail opportunities for kids and families in the region. The first gateway trails were installed at Chimney Rock State Park and Pisgah National Forest.

Building The Network of Partners









The Kids in Parks program continued to expand their network of "Gateway Trails" into communities along the Parkway by installing TRACK Trails in City/County Parks, Virginia State Parks, an Army Corps site, and on schools and private property.

Proof of Concept



TRACK Trail Growth by Year

2009 – 1 TRACK Trail

2010 – 5 TRACK Trails

2011 - 11 TRACK Trails

2012 – 40 TRACK Trails

2013 – 80 TRACK Trails

2014 – 106 TRACK Trails

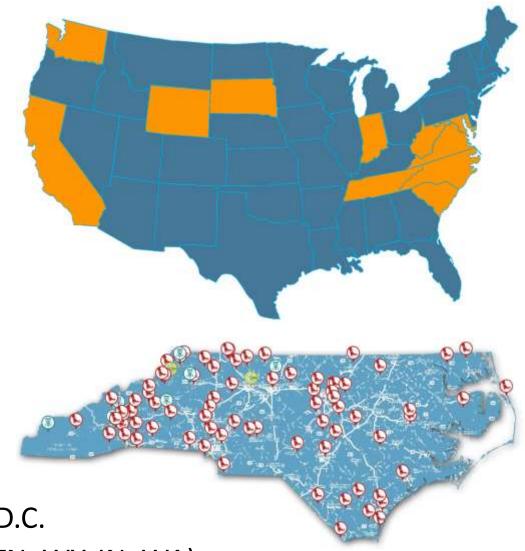
2015 - 135 TRACK Trails

2016 - 148 TRACK Trails

2017 – 165 TRACK Trails

2018 – 178 TRACK Trails

2019 – 186 TRACK Trails



In 11 States and Washington, D.C.

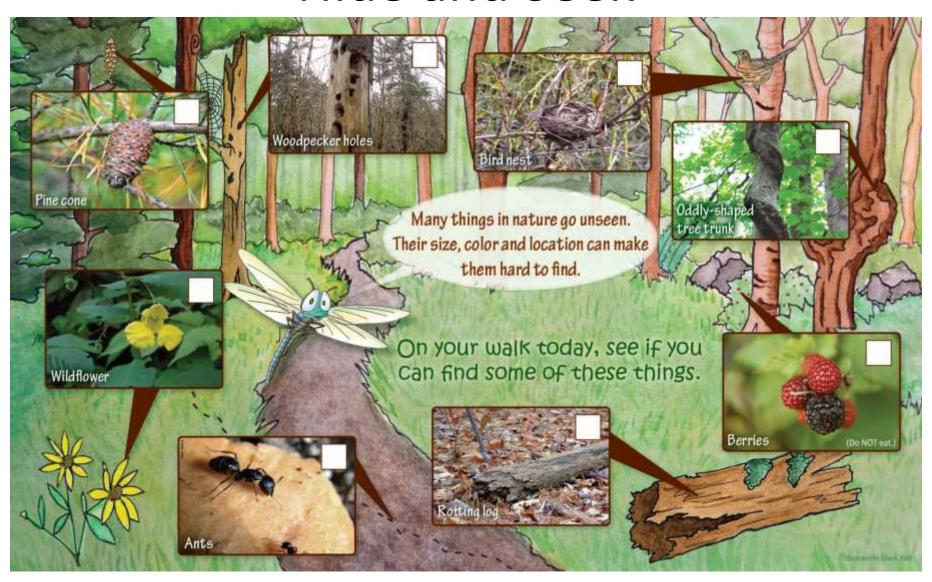
(NC, VA, SD, MD, WV, CA, SC, TN, WY, IN, WA)

There's a TRACK Trail at the White House!



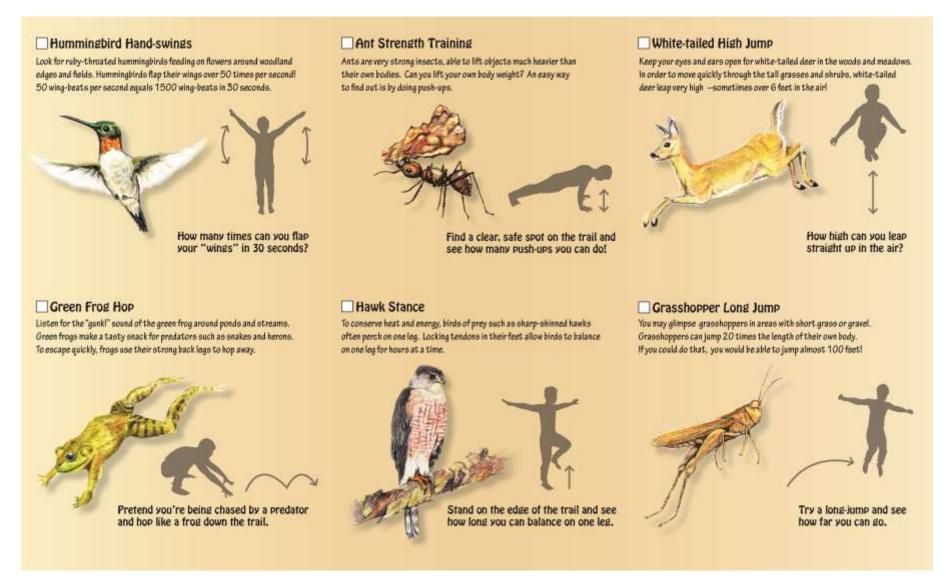
Hiking TRACK Trails

Hide and Seek



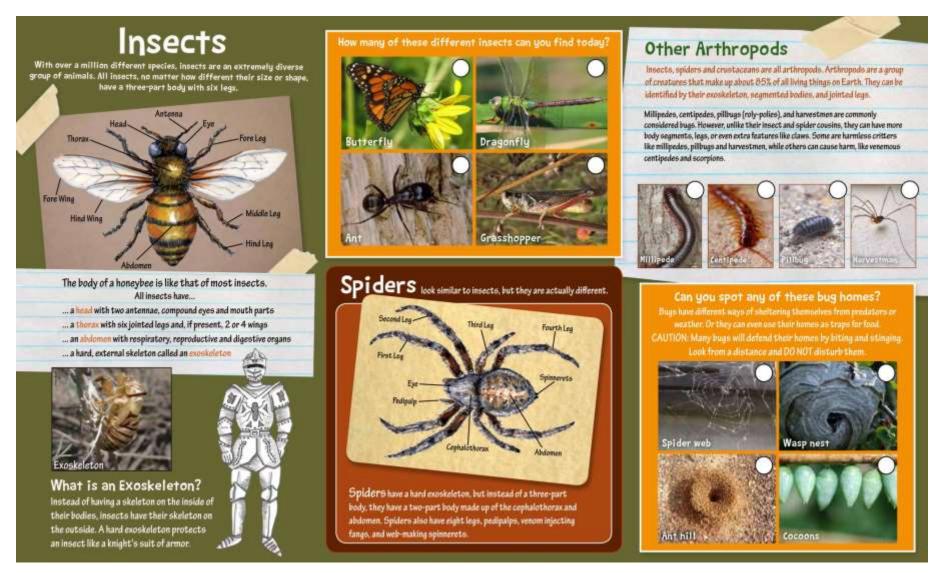
This brochure was designed for younger kids using a familiar game to look for items they can find in nature.

Animal Athletes



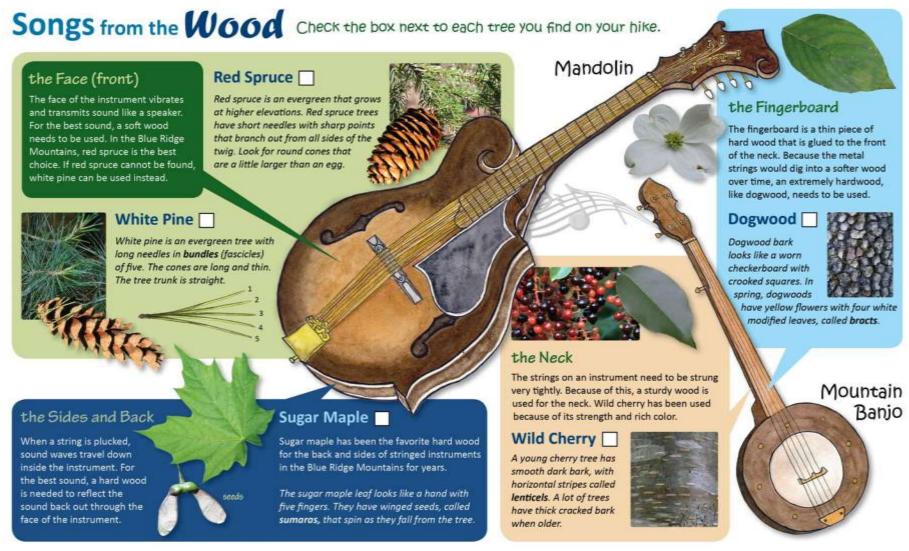
This brochure encourages kids to mimic animal movements and exercise on their hike.

Bug Out



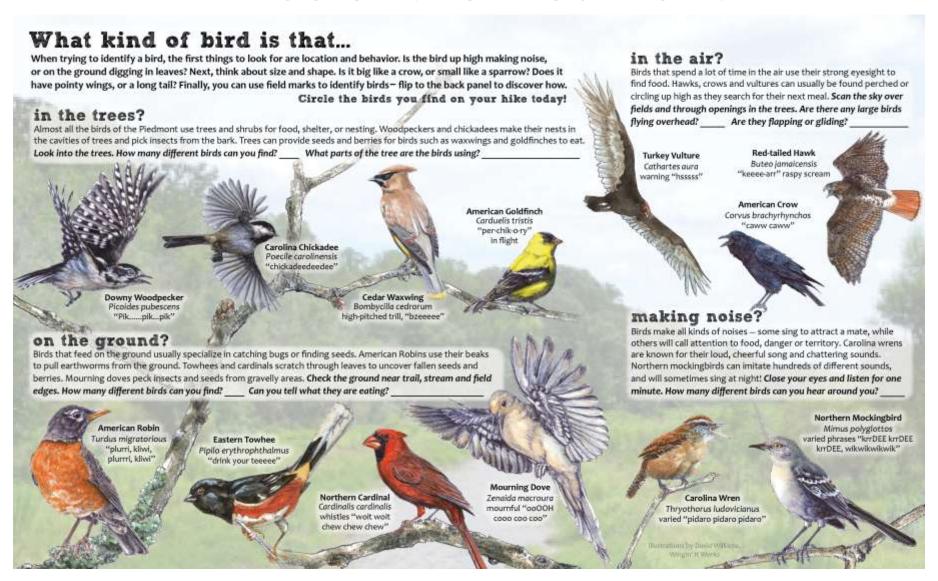
This brochure teaches kids about insects, spiders and other "bugs".

Music of the Mountains



This brochure teaches kids how trees found along the trail are used to make instruments.

Birds of the Piedmont



This brochure helps people identify common birds from the region and gives them tools they can use to identify other birds not listed in the brochure.

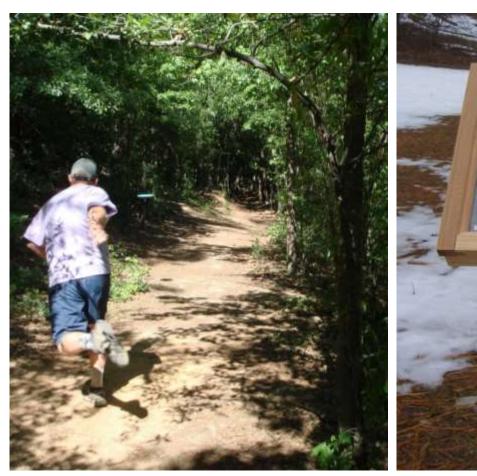
Pond Life



This brochure will help kids explore the shoreline of Indian Lake. As they walk around the lake they will be encouraged to discover various components of the pond ecosystem.

Nature Trail Disc Golf Course TRACK Trails

Nature Trail Disc Golf Courses





Since disc golf is essentially a "hike with a frisbee", Kids in Parks uses the sport to reach the teenage / young adult population. Their Nature Trail Disc Golf Courses are provide interpretive information on the tee-signs and scorecards, allowing the player to learn about nature while the play.

Interpretive Tee-Signs



The tee-signs have traditional rules and hole information on the left side. An interpretive message and "pro-tip" are included on the right side.

Field Guides / Scorecards





The scorecards have traditional scorecard information on one side.

The other side serves as a field-guide for local species that are commonly found at the course.

(Greenway) Bike Riding TRACK Trails

Salem Lake Greenway

TO THE SALEM LAKE BIKE TRACK TRAIL

The Salem Lake Bike TRACK Trail features nine stations around the seven mile lake loop. Each station has a sign with interpretive information about the plants and animals that make Salem Lake their home, as well as some information about the value of the lake and why it's important to keep it clean. You will also find tips to improve your biking skills. In addition, each sign contains a secret code letter at the bottom right corner. Kids can register their rides on the trail at kidsinparks.com to earn free bicycle gear. Remember the code letters and un-scramble them to enter the code word on the website and win a special prize!



Salem Lake and the surrounding lands and streams draining into the lake are part of the Salem Lake Watershed. This watershed provides habitat for wildlife, recreation opportunities for people, and a water supply for the city of Winston-Salem.

Cycling Tips: Pre-flight Check

Doing a quick equipment check before every ride can help save you time and injury. Be sure to check yourself, your gear and your bike to make sure you're ready to ride the trail.



PADS AND GLOVES AND BARS Spills and crashes are a part of biking. Pads

a part of biking. Pads and gloves can help save your skin. handlebars and headset are tight and that your brakes world

WHEELS AND TIRES Make sure your

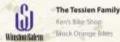
APPROPRIATE

FOOTWEAR

Wear sturdy shoes that

wheels are bolted on tight and that your tires are properly inflated (within the inflation range shown on the tire).

The Salern Lake Dike TRACK Trial was made possible through partnerships formed because the Winston-Salern Eccretion and Parks Department, the Blue Bidge Parkway Foundation's Rids in Parks program, and the general support of the Following princes donors and Insciences:



cover your toes.



RevCons Blackback of North Continu Propelative



kidsin parks.com

Look for code letters HERE

The Salem Lake Greenway has 9 interpretive panels along the 7-mile long trail.

Interpretive Stops

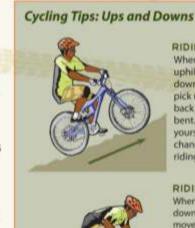
TRIBUTARY TRAILS

A tributary is a small river or stream flowing into a larger river or lake. This stream is one of nine tributaries that drain into Salem Lake. Try to find them all as you ride around the trail!



A TRAIL TO THE OCEAN

Did you know the water flowing over the dam at Salem Lake could eventually wash up on the beaches of South Carolina? Here's how: Salem Lake drains into Salem Creek (A), which is a tributary of the Yadkin River (B), The Yadkin River flows into the Pee Dee River in Uwharrie National Forest (C). The Pee Dee River flows into the Great Pee Dee River in South Carolina (D), which drains into the Atlantic Ocean about 30 miles South of Myrtle Beach (E).



RIDING UPHILL When approaching an uphill section of trail, gear down and pedal hard to pick up speed. Keep your back straight and elbows bent. Try to avoid lifting

yourself off of the seat or changing gear while riding uphill.



RIDING DOWNHILL

When approaching a downhill section of trail. move back on the seat, keep your elbows bent and your body low. Your legs should be relaxed and ready to absorb bumps. Use only the rear brake on downhills. until you are comfortable. enough with your balance to apply front and rear brakes evenly.

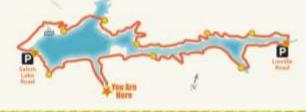
If you were a drop of water flowing over the dam at Salem Lake, you could travel 18 miles along Salem Creek, 82 miles along the Yadkin River, 30 miles along the Pee Dee River, and 140* miles along The Great Pee Dee River to reach the ocean. How many total river miles would it be to the ocean?



total river miles. 18 + 82 + 30 + 140 =

*numbérs are approximate

kidsinparks.com



Code Letter T

To encourage kids to stop and read the signs, we put a "code letter" in the bottom corner. Kids can collect all the code letters, to unscramble the code word and earn a special prize.

(Pump Track) Bike Riding TRACK Trails

Rocky Knob Bike Park



A pump track is a BMX style course with rollers, berms and other obstacles. The goal is to ride around the entire track without pedaling.

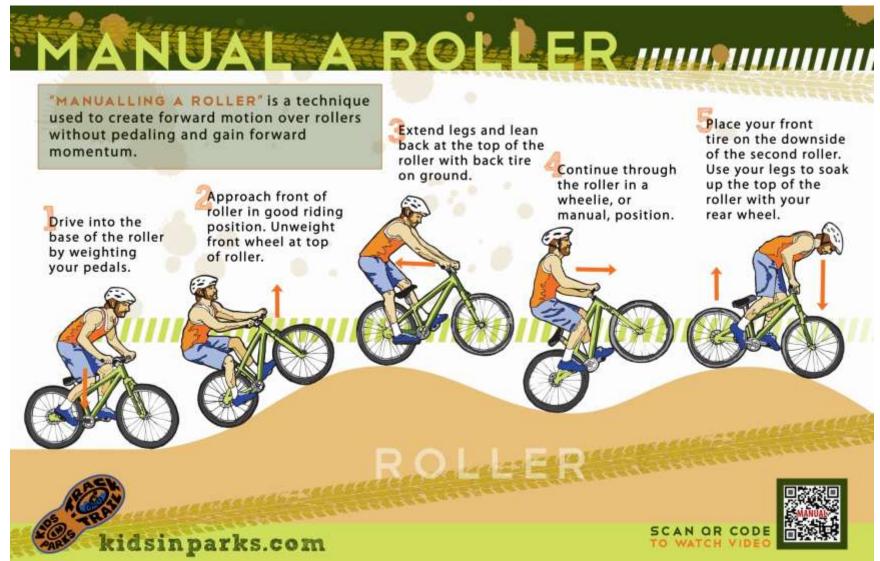
Rocky Knob Bike Park





Educational signs are placed around the pump track, teaching bike handling skills. By learning proper bike skills, kids will be more successful and have more fun!

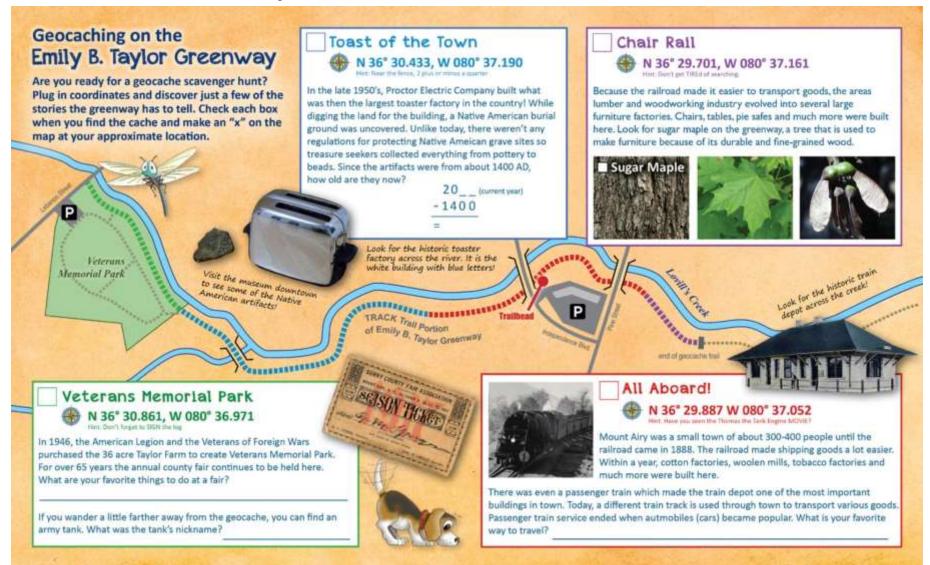
Skills Signs



QR Codes link to YouTube video featuring a pro rider teaching the skill.

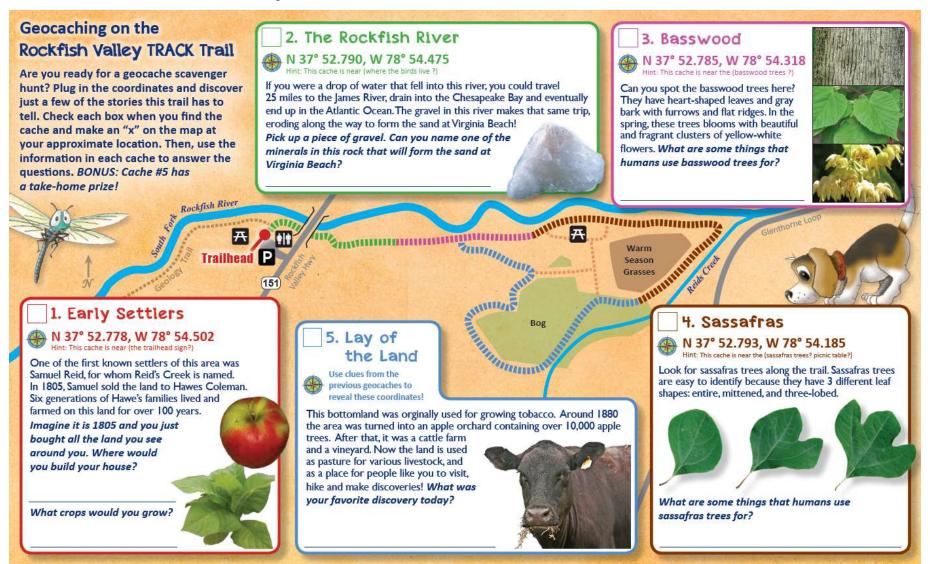
Technology-Based TRACK Trails

GPS / Geocache Brochures



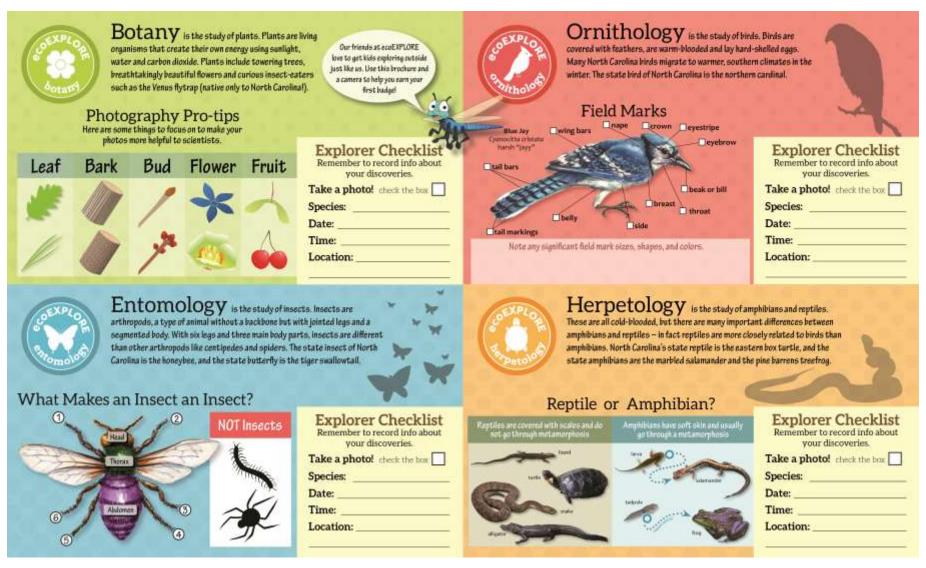
This brochure encourages the use of a GPS or smart phone to find specific locations on the trail. Use color-coded "sections" to associate the text blocks with regions of the trail.

GPS / Geocache Brochures



This brochure encourages the use of a GPS or smart phone to find specific locations on the trail. Users have to find the first four caches in order to get the coordinated for the 5^{th} cache.

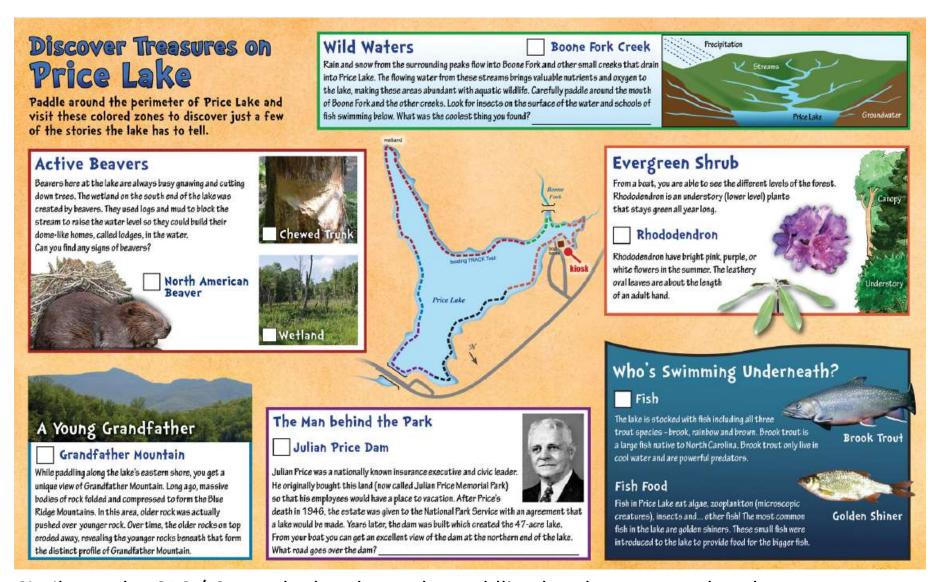
EcoExplore Program



Created in partnership with a Citizen Science app to enhance education and participation. *Encourages kids to take pictures of nature and upload them to the App to win prizes.*

Paddling TRACK Trails

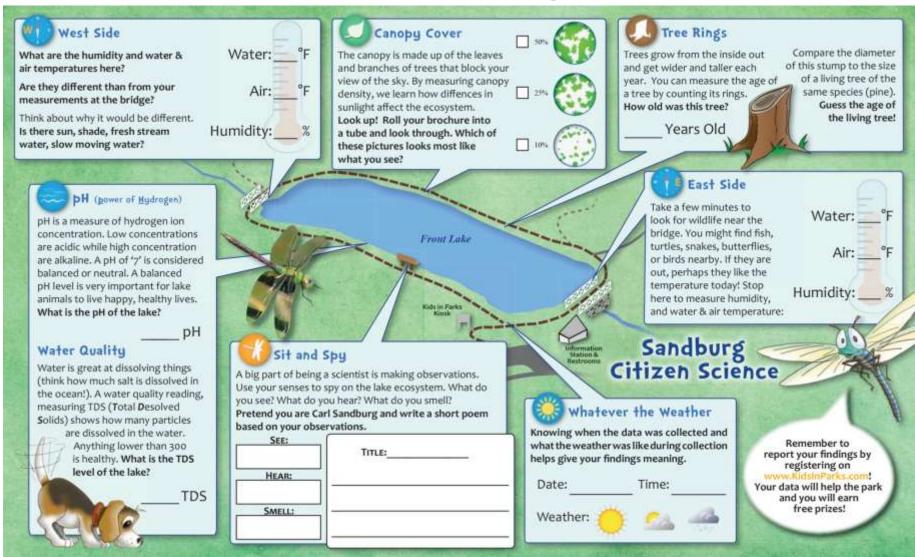
Price Lake Canoe Trail



Similar to the GPS / Geocache brochure, the paddling brochure uses colored zones to connect content with specific regions around the lake.

Citizen Science TRACK Trails

Carl Sandburg NHS



The Carl Sandburg Citizen Science brochure encourages visitors to walk the trail and visit experiment stations to use science equipment to collect and record data.

Carl Sandburg







Kids gather data at the West Side, pH, and Sit and Spy experiment stations.

Haw Creek Elementary – Insects

Crawly 3	Record the data you collect at each station you visit in the spaces below. You can use numbers or tally marks to keep track of the critters you find.	Buggy Numbers Scientists can see data collected from a small area and estimate numbers for a larger			
Critter Collecting Today's date: What is the weather like today? Circle one. Once you've collected your data on the right, add up the total number of critters found at each station you visited. At which station did you find the most bugs?	Blue Station Look around your square, check the features below that best fit the area. Sunny Shady Dry Many leaves Fiew leaves Pine straw Grassy Sandy Live tree Deciduous tree Flowers Anta Beetles Centipedes Crickets Earthworms Grasshoppers Millipedes Pilibugs Spiders Spiders	area. Pick an insect from one of the stations you visited and complete the calculations below to predict how many of that creature you might find in a larger area. If you found			
	Red Station Look around your equare, check the features below that best fit the area. Sunny Shady Dry Damp Many leaves Few leaves Pine straw Grassy Sandy Live tree Deciduous tree Evergreen Shrubs Ants Bestles Centipedes Crickets Crickets Flathworms Grasshoppers Millipedes Pillbugs Spiders				
Which critter did you find the most of? Dif you find any bugs that are not on the list? If you know their names, write them here.	Purple Station Look around your square, check the features below that best fit the area. Sunny Shady Dry Many leaves Few leaves Pine straw Grassy Sandy Live tree Deciduous tree Shrubs Flowers Ants Beetles Centipedes Crickats Earthworms Grasshoppers Millipedes Pilbugs Spiders				

The Unearthing Arthropods brochure aligns with curriculum standards for 5th grade. The brochure encourages students to systematically collect and count insects at three stations.

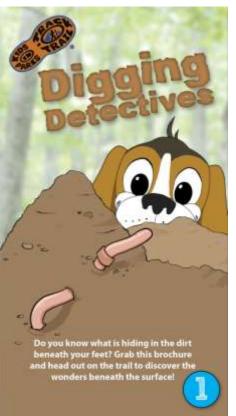
Haw Creek Elementary – Insects

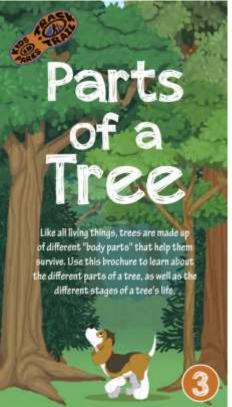


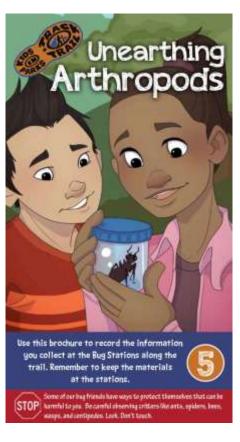
At each station, student's find equipment needed to create a sample grid, sift leaf litter, and safely collect, view, and count arthropods, entering their data in their brochures.

Other Citizen Science Brochures







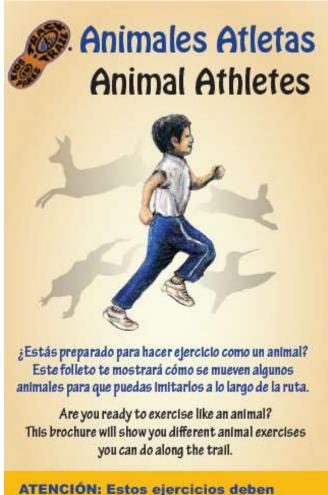


Kids in Parks has created a series of Citizen Science brochures that align with curriculum standards for students in grades K-5. The brochures cover four topic areas: weather, soil, trees, and insects. Two topics are covered in each grade level, and each topic is covered three times between grades K-5 (for example: Weather is covered in K, 2nd, and 5th grades).

Bilingual TRACK Trail Brochures

Bilingual Brochures



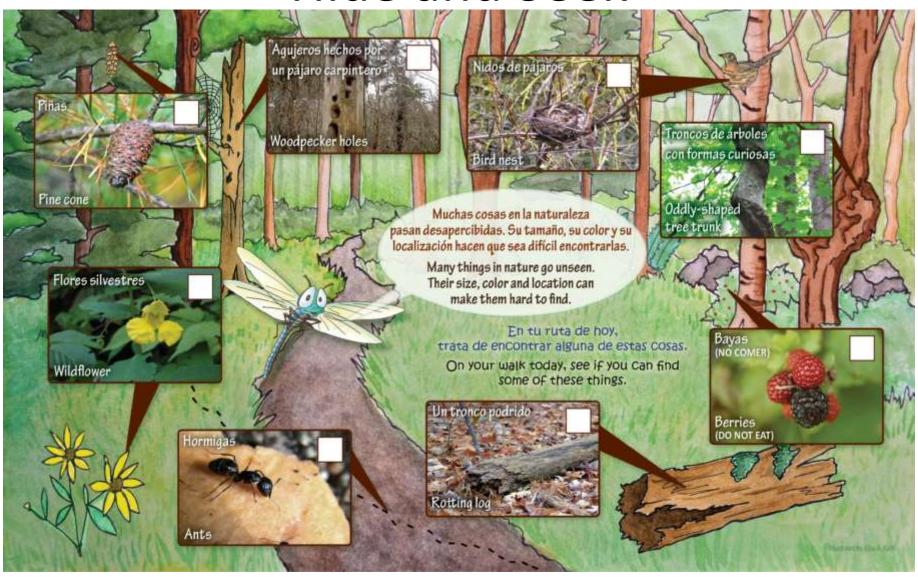


realizarse únicamente bajo la

supervisión de una persona adulta.

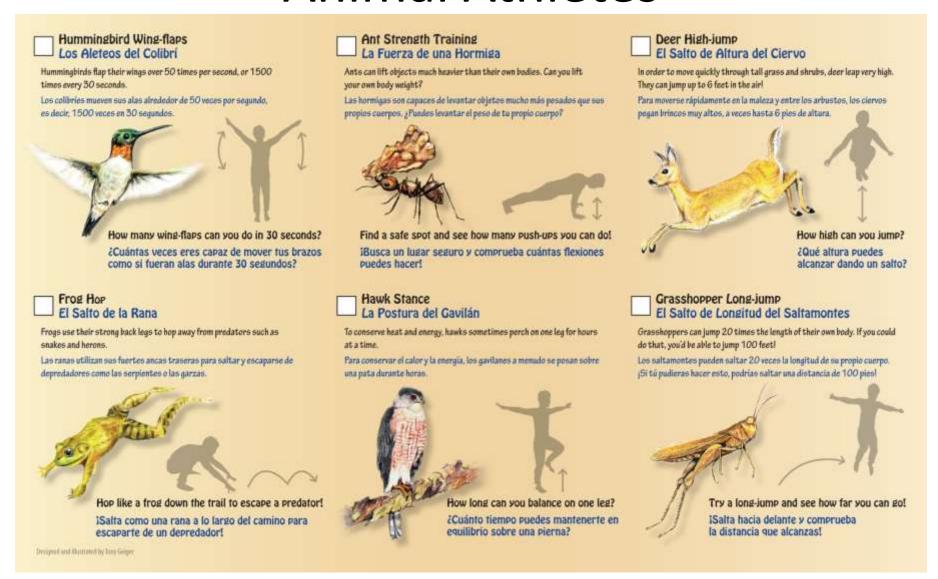
CAUTION: These exercises should only be performed with adult supervision.

Hide and Seek



This brochure allows users of either language to learn words in English and Spanish. Keep the English and Spanish text in consistent locations for ease of use.

Animal Athletes



This brochure allows users of either language to learn words in English and Spanish.

If using both English and Spanish text, reduce the size of the word count to avoid overcrowding.

Cherokee Syllabary





Growing straight and tall with light gray bark and a large broad leaf that looks like the tip has been bitten off, the tulip poplar is easy to find. The flowers of the tulip poplar are an important source of nectar for honeybees. Due to their large size, tulip poplar logs were often used by the Cherokee to make canoes. The Cherokee also used tulip poplar to heal wounds and cure digestive problems.

Sourwood OhAcO(G)



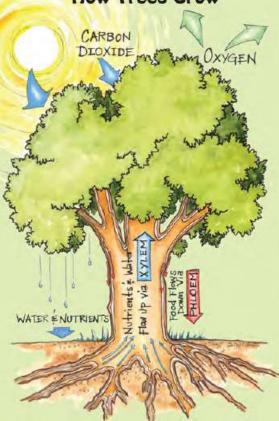
The sourwood tree has chunky bark and clusters of tiny white flowers in the spring. Sourwood bark was used by the Cherokee to treat diarrhea, and the straight twigs were used to make arrows. In one Cherokee legend, the daughter of the Sun was killed by a magic rattlesnake, and seven men retrieved her from the underworld by touching her with sourwood twigs and bringing her back to life.

■ Rhododendron S&S JOWO



Rhododendron is a small evergreen tree that grows well in the shade. The dark green leaves are long and skinny with a smooth, leathery feel. In the summer, rhododendrons blossom with beautiful pink or white flowers. To treat joint pains, the Cherokee would scratch a patient's skin and then apply a tea made from rhododendron and similar plants.

The Need to Know How Trees Grow



Plants and trees have the ability to make their own food in a process known as photosynthesis. They do this by sucking water and nutrients from the soil up through their xylem and into their leaves. The water and nutrients are combined with carbon dioxide and sunlight to make a sugary food called glucose. This food then travels down through the phloem to the rest of the tree, so it can grow.

(Battation by David Williams, Worger's Work

Cherry Birch DL D.IRY EOF



Cherry birch got its name because the bark of young trees looks like the bark of a cherry tree, with horizontal stripes called lenticels. The leaves have serrated (saw-toothed) edges, and the shoots have a wintergreen scent. The Cherokee used birch to make a pleasant tasting tea that they drank for enjoyment and to settle the stomach.

Sassafras Ocoultr



The sassafras is a small tree that can be identified by its three distinct leaf shapes (entire, mittened and three-lobed). The fruits of the sassafras are eaten by many different birds. Sassafras tea was a favorite beverage of the Cherokee due to its great taste and the belief that it cleansed the blood. The bark and leaves were chowed and the spit produced was rubbed on spider bites.

Red Maple JGY VSP(T) DHIODY



Able to grow in almost any soil condition, the red maple is one of the most abundant and widespread trees in eastern North America. With red twigs, buds, flowers and seeds, it's easy to see how the red maple got its name. In the fall, the leaves also turn a brilliant red color. The Cherokee boiled the bark of the red maple and used it to treat eye problems.

This brochure teaches Cherokee children their culture's written language. Work with translators to ensure accuracy.

TRACK Rx

(Our Version of Park Rx)

Materials for Doctors

American Academy of Pediatrics





In 2011, Kids in Parks staff presented the program to the American Academy of Pediatrics. The program was endorsed by the AAP as a program pediatricians could prescribe to their patients as part of the Park Rx initiative, and was encouraged to work with local pediatricians to promote the program.

TRACK Rx – Pediatrician Displays



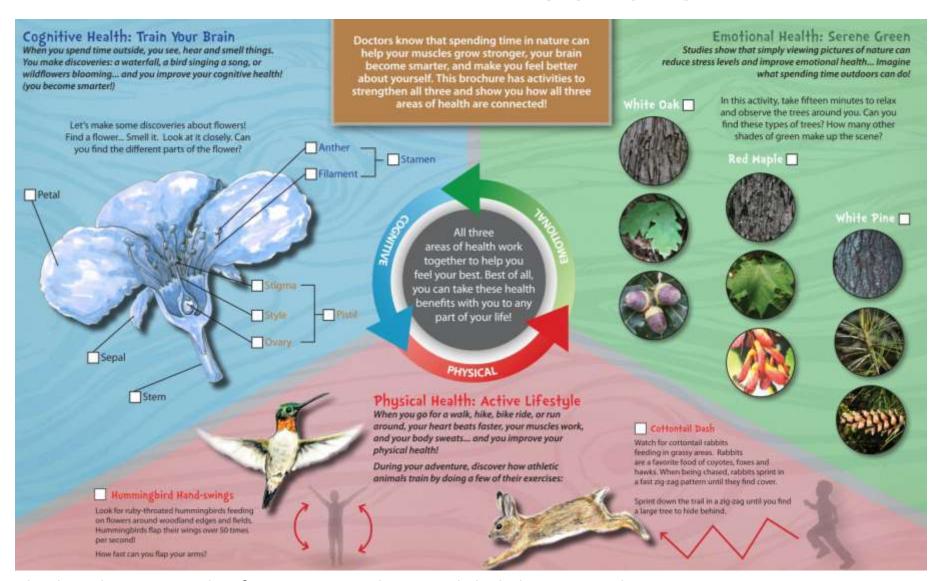
Kids in Parks has installed "pediatrician office trailheads" in the lobbies of doctor offices as part of the Park Rx movement.

TRACK Rx Brochure



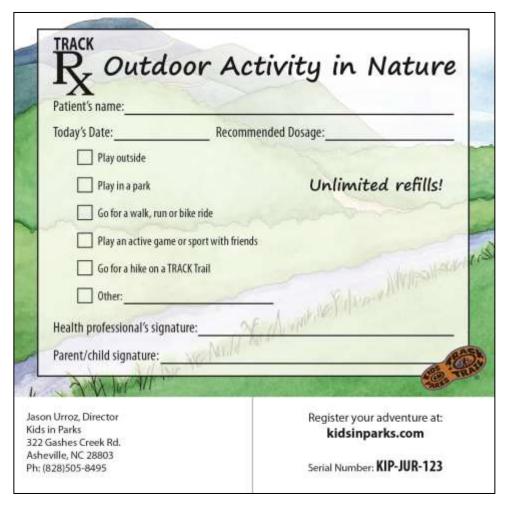
We created a TRACK Rx brochure that is housed in the Pediatrician Display.

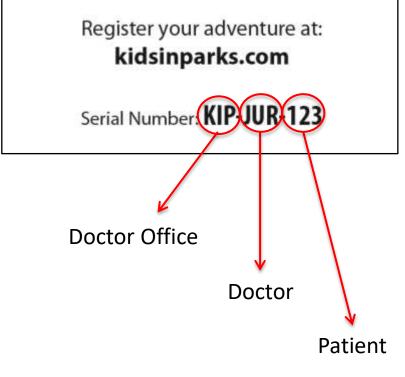
TRACK Rx Brochure



The brochure provides fun activities that teach kids how spending time in nature improves their overall health.

Park Rx – Prescription Pads





Our prescription pad allows doctors to prescribe outdoor activity and TRACK Trails to their patients. The unique 9-digit serial number allows us to track the fulfillment of the Rx by the patients, and report back to the doctor regarding their patient's fulfillment.

Does ALL of this Get Kids in Parks?

Health of Kids and Families

2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	Total
53	217	259	278	568	1,501	2,312	2,808	4,140	3,330	15,466

as of 09/01/2018

Online registration data collected since 2009, in conjunction with several on-site observation studies conducted with local universities, suggests that:

475,000 kids have hiked TRACK Trails

475,000 miles have been hiked by kids on TRACK Trails

235,000 hours active outdoors by kids on TRACK Trails

67 million calories have been burned by kids on TRACK Trails

Kids don't come alone! The average group size is 3.37 people. When we add in the family members and friends who also hiked TRACK Trails, the overall health-based outcomes are even greater:

1,000,000 people / 1,000,000 miles / 500,000 hours / 150 million calories

Health of Parks and Public Lands

The health of our parks and public lands are improving as well:

11% of KIP registrants were first-time hikers

53% of KIP registrants were first-time visitors to the park

51% intentionally visited the park to hike the TRACK Trail

47% returned for a second adventure (Return Rate)

88% of returnees visited more than one TRACK Trail





Endorsements and Awards













"Let's Move! Champions of Change" Award Endorsed by the American Academy of Pediatrics Mentioned in the U.S. Surgeon General's Report



Our Parks Need (Healthy) Future Stewards



If we don't get the kids of today connected to the value of our parks and public lands, we won't have parks and public lands tomorrow!

Questions?





Contact Information



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